

March 18-20, 2014

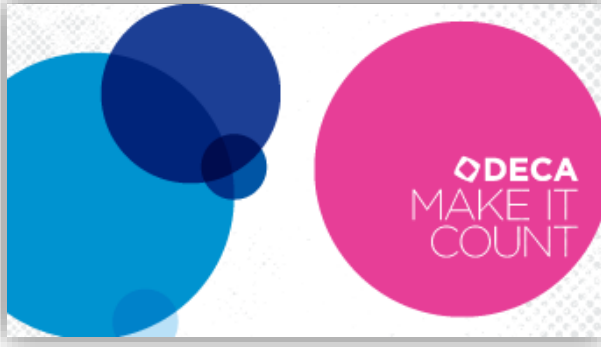


STATE CAREER DEVELOPMENT CONFERENCE
PACKET 2014



Content Sections

Introduction	3
SCDC 2014 Updates	4
Contact List	5
Due Dates Checklist	6
Grand Geneva Resort Housing Information	10
Registration Costs	11
Banquet and Food Options	13
SCDC Online Registration Guidelines & Instructions	14
Competitive Events Information	21
Online Economics Test Updates	27
Tentative Agenda	32
Judge Information	35
Important Documentation	37



Wisconsin DECA!

Congratulations on your success at the recent District Career Development Conferences! As you prepare to register your attendees for SCDC 2014, please set aside some quiet time to review this packet.

This resource contains important updates and changes to SCDC and information you will need to understand and reference during the registration process. I have included a snapshot of the updates and changes on the next page. All updates and changes will be explained in more detail throughout this packet and/or in the [WIDECA 2013-14 Chapter Management Guide](#). As always, I am here to help answer any questions that you may have! Please do not hesitate to call me or email me if you can't find your answer in this packet or in the WIDECA Chapter Management Guide.

I find it hard to believe that March 18th will be here just around the corner! It feels like yesterday that I was sitting with your state officer team at Edgewood College as they began to develop their strategic plan for the year! I want to extend heartfelt congratulations to Team 48 (Drew, Joe, Claudia, Madison, Ellie and Madeline). This special group of leaders had been exceptional to work with this past year. They have worked through challenges and have achieved their goals, together, with the support of your chapters! They made this year count! I will definitely need to remember to bring extra Kleenex to closing session at SCDC! It will be difficult to see this group move on to the next chapter in their lives.

Thank you!

Holly Gregory





STATE CAREER DEVELOPMENT CONFERENCE UPDATES



Written Projects will **NOT** be submitted using the online system this year. Based on feedback and DECA Board decision, One (1) original of the project in a DECA Binder along with Two (2) photocopies (do not need to be in DECA Binders) will be mailed by January 30, 2014.



[SBE Academy](#) will consist of Three (3) separate tracks at SCDC 2014. In an effort to help chapters during all stages of SBE development, there will be tracks offered for chapters who are interested in starting an SBE, for chapters who want to become certified and for chapters who are Gold or Re-certified. Tracks will feature workshops and competition.



The WIDECA Public Speaking Event has been updated to better reflect industry trends in presenting for educational or training purposes. The **[MARKETING EDUCATION & TRAINING PRESENTATION](#)** is a Wisconsin Only Special Event that provides an opportunity for WIDECA members to be recognized for outstanding planning and instruction in marketing education.



The [Gold Chapter Award](#) has a new LEVEL of achievement. Chapters that meet certain membership development criteria will receive **DIAMOND LEVEL** status! We want to recognize all outstanding chapters and still be able to give special thanks to chapters that help WIDECA grow.



All students attending SCDC 2014 will be required to complete an online economics test prior to the conference. During the registration process all students will need to be registered for this new event, [Economics Excellence](#).

Complete information on these updates will be provided in this packet and/or in the WIDECA 2013-14 Chapter Management Guide.




WI DECA SCDC CONTACT LIST



<p>Timothy Fandek WI DECA State Advisor timothy.fandek@dpi.wi.gov 608.267.9253 FAX 608.267.9275 Department of Public Instruction PO Box 7841 Madison, WI 53707</p> <p><i>TIM IS YOUR PRIMARY CONTACT FOR QUESTIONS ABOUT ONLINE TESTING.</i></p>	<p>Holly Gregory WI DECA Executive Director widecacenterdirector@gmail.com 262.490.1238 FAX 262.354.0406 1080 Lowell Drive Oconomowoc, WI 53066</p> <p><i>HOLLY IS YOUR PRIMARY CONTACT ABOUT REGISTRATION, ALLOCATION (QUOTA), SPECIAL NEEDS, HOUSING and GENERAL EVENT QUESTIONS.</i></p>
<p>Noel Weber-Eedy WI DECA Office Assistant noel.weber-eedy@dpi.wi.gov 608.267.9259 FAX 608.267.9275 Department of Public Instruction PO Box 7841 Madison, WI 53707</p> <p><i>NOEL IS YOUR PRIMARY CONTACT FOR INVOICE AND PAYMENT/REIMBURSEMENT QUESTIONS. NOEL WILL BE SENDING OUT SCHEDULE CARDS TO SERIES DIRECTORS BY FEBRUARY 21, 2014.</i></p>	<p>Written Project Portfolios</p> <ul style="list-style-type: none"> ◆ Primary Contact : Christine Grochowski ◆ Questions: Email or Phone cfg.deca@gmail.com 262-539-5012 ◆ All written projects will be submitted via mail this year. ◆ Final Postmark Date for portfolios is January 30, 2014. (This is a firm date as portfolio penalty points will be assessed on February 7, 2014). ◆ Mail in <u>ONE</u> official copy in <u>DECA BINDER</u> and <u>TWO</u> copies of complete project (not in binders).
<p>Gold Chapter & Gold Student</p> <ul style="list-style-type: none"> ◆ Primary Contact: John Zimmerman ◆ Questions: Email or Phone jzimmerman@janesville.k12.wi.us 608-743-5582 ◆ Postmark Date for portfolios is January 30, 2014. (This is an necessary date as portfolio penalty points will be assessed on February 7, 2014). ◆ Mail to: John Zimmerman Janesville Parker High School 3125 Mineral Point Road Janesville, WI 53545 	<ul style="list-style-type: none"> ◆ Mail to: Christine Grochowski 2720 Wexford Road Mt. Pleasant, WI 53405





DUE DATE CHECK LIST

The following information represents an overview of the information necessary for WI DECA to collect. Much of our registration and housing is done online. However, there are a few forms that need to be sent in via hard copy to the responsible party.

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.17.14	WI DECA Scholarship and/or all DECA Scholarships	http://www.decaregistration.com/scholarship/ This application process is completed online. DECA, Inc. and WI DECA use this form to select scholarship recipients.
	1.18.14	SCDC Service Associate Application	Available in the SCDC Packet (Pages 38-39) Contact: Michelle Kutz Email: mkutz@browndeerschools.com FAX: 414.371.7001
	BEFORE YOU REGISTER FOR SCDC	SCDC Allotment Form Until Allotment Forms (Membership & Quota Report Forms) are received, your allotment will be set at the amount based solely on the 18:1 membership ratio in the Online Registration System.	Form available in the WIDECA Chapter Management Guide (Page 65). Also available in this SCDC Packet (Page 40). Email or FAX Contact: Holly Gregory Email: widecacenterdirector@gmail.com FAX: 262.354.0406
	1.13.14	Online Registration Opens You will be able to make changes online to your registration until 2.03.14!	https://www.decaregistration.com/wi/Main.asp Contact: Holly Gregory Email: widecacenterdirector@gmail.com Phone: 262.490.1238
	1.13.14	Advisor SCDC Crew Assignment Requests Due <i>If you would like to send a request for a specific job assignment(s) at SCDC, please do so via email to Holly Gregory. All advisors will receive at least one work shift. Requests will help in scheduling job assignments but are not a guaranty. I will do my best to honor requests.</i>	Email Contact: Holly Gregory Email: widecacenterdirector@gmail.com
	1.27.14	Early Bird Registration Ends	https://www.decaregistration.com/wi/Main.asp Contact: Holly Gregory Email: widecacenterdirector@gmail.com Phone: 262.490.1238

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.30.14	DECA Membership Final Roster Submissions 	http://www.decaregistration.com/hs/Login.aspx Register online by this date! Mail invoice and payment to: DECA, Inc 1908 Association Drive Reston, VA 20191
	1.30.14	SCDC Project Portfolios & Entries (Postmark no later than this date)	Mail in ONE official copy in DECA BINDER and TWO copies of complete project (not in binders): Christine Grochowski 2720 Wexford Road Mt. Pleasant, WI 53405
	1.30.14	Gold Chapter & Gold Student (Postmark no later than this date)	Mail Projects: John Zimmerman Janesville Parker High School 3125 Mineral Point Road Janesville, WI 53545
	1.30.14	Marketing Education & Training Presentation Lesson Plan	Email Lesson Plan using the template in the event to: WIDECA Chapter Management Guide Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	1.30.14	Alumni Excellence, Red Apple Award , and School Official/Friend of DECA Award Applications 100 Hours Report Form , General Contributions to Charity Report Form	Forms available online: WIDECA Chapter Management Guide Send to: Holly Gregory Email: widecacenterdirector@gmail.com FAX 262.354.0406
NOTE: ACTS OF KINDNESS (DUE DECEMBER 20, 2013) WILL ALSO BE HANDED OUT AT SCDC THIS YEAR.			
	1.30.14	College Internship Scholarship	Form available in the SCDC Packet (Pages 52-53) Send to: Holly Gregory Email: widecacenterdirector@gmail.com FAX 262.354.0406
	1.30.14	Marketing Educator Professional Development Scholarship Application	Information available online: WIDECA Chapter Management Guide Send to: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	1.30.14	MDA Contribution Form	Form available online: WIDECA Chapter Management Guide Send to: Rebecca Hildebrandt Executive Director Southwest Wisconsin MDA 434 S. Yellowstone Drive Suite 201 Madison, WI 53719
	2.03.14	Online Registration Closes!! This is the last day that you can make online changes to your registration. After this date, you must submit a CHANGE FORM to Holly Gregory. NO EMAIL messages will be considered or accepted as an official change! NO refunds after this date. Substitutions will be accepted for the same event/same gender/DECA members.	Contact: Holly Gregory Email: widecacenterdirector@gmail.com Phone: 262.490.1238 Change Form available in the SCDC Packet (Page 51) Only changes submitted on an official Change Form will be considered or accepted as an official change! <i>It is IMPORTANT with the online testing (Economics Event), that all changes are reported as soon as possible and in the correct format!</i>
	2.03.14	Advisor Code of Conduct Original forms should be in your possession at SCDC!	Form available in the SCDC Packet (Page 46) Send to: Holly Gregory Email(Preferred method): widecacenterdirector@gmail.com FAX: 262.354.0406
	2.03.14	Student Delegate Code of Conduct Original forms should be in your possession at SCDC!	Form available in the SCDC Packet (Page 43) Send to: Holly Gregory Email(Preferred method): widecacenterdirector@gmail.com FAX: 262.354.0406
CODES OF CONDUCT ARE VERIFIED AGAINST YOUR FINAL REGISTRATION. BEFORE SENDING, PLEASE BE SURE OF THE FOLLOWING: 1. Number of Codes should match the number of registered attendees from your chapter (Advisor, Chaperone, Student Teacher and Student). Please send only when you have ALL codes!!! 2. Please submit in alphabetical order if possible. (I know you are all very busy...assign this to one of your officers if you don't have time!)			
	2.03.14	Special Needs	<ul style="list-style-type: none"> ◆ Please utilize the online registration system to denote special needs. ◆ No form is available. ◆ Any special needs that must be added after close of registration must be submitted on a Change Form to Holly Gregory.

	Due Date	Documentation or Information	Links to Documentation Who to submit to
	2.03.14	Voting Delegate Form Student Late Arrival Form	Forms in the SCDC Packet (Pages 47-50) Send to: Holly Gregory Email: widacacenterdirector@gmail.com FAX: 262.354.0406
Use after 2.03.14	ASAP	Change Form (Changes can be made online until 2.03.14)	Forms in the SCDC Packet (Pages 51) Send to: Holly Gregory Email: widacacenterdirector@gmail.com FAX: 262.354.0406
	2.18.14- 3.02.14	ECONOMICSEXCELLENCE DEMO Test Practice Window	Questions: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	2.26.14	ECONOMICSEXCELLENCE Email tentative testing date(s) to Tim Fandek no later than this date	Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	2.28.14	ECONOMICSEXCELLENCE Chapter will receive competitor login information no later than this date	Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	3.03.14- 3.14.14	ECONOMICSEXCELLENCE Online Testing Window	Questions: Timothy Fandek Email: timothy.fandek@dpi.wi.gov FAX 608.267.9275
	3.17.14	Early Arrival to SCDC for chapters with projects, voting delegates, and state officer candidates	Registration will be open from 8pm-11pm for chapters arriving on Monday. Hotel check in time is 3:30pm. Do not plan your arrival before 3:30pm. Contact: Holly Gregory Phone: 262.490.1238
	3.18.14	Tuesday Arrival to SCDC for remaining chapters	Registration will be open from 9am-11am for Tuesday arrivals. Hotel check in time is 3:30pm <ul style="list-style-type: none"> ◆ Sleeping rooms may not be ready until after 3:30pm. ◆ Have a plan to store your luggage upon arrival until your sleeping rooms are ready. ◆ Students who are competing or testing on Tuesday should travel in professional dress!!!!
	3.20.14	SCDC 2014 Closing Session and Double Qualifier Meeting	Please plan to remain after the final awards session on Thursday morning in case you have ICDC Qualifiers. The Double Qualifier Meeting will begin immediately after the close of the final awards session and lasts about 1 hour.



Grand Geneva Resort Housing Information

7036 Grand Geneva Way

Lake Geneva, WI 53147

262.248.8811

HOUSING COSTS

Flat Rate Housing Rates are in effect for SCDC 2014.

Flat rate pricing is in effect in order to avoid re-invoicing after registration closes.

Single (Request Only)	Flat Rate Per Night
\$110 If a single can be granted, you will be re-invoiced. Requesting a single is in NO WAY a guaranteed single room. <i>If family members are traveling with you, they must be registered for the conference and room rates will be based on flat rate pricing.</i>	\$50.00 This rate is per person/per night. Flat rate pricing is in effect in order to avoid re-invoicing after registration closes. Rates are based on actual per room charges from 2013 averaged with the varied room types at The Grand.

NEW for 2014

We utilize every sleeping room at the main lodge of The Grand Geneva. We will make every attempt to house your chapter within the main lodge. However, it may be necessary to house some chapters in the Condominium properties across the parking lot from the Forum and/or at Timber Ridge Lodge (there will be trolley service to Main Lodge for Timber). We would like to offer this housing opportunity to chapters who would prefer the condos or Timber first. If you would prefer one of these options...please include this in your special needs section when completing your SCDC Registration.

HOTEL CHECK-IN AND CHECK-OUT TIMES

Monday Arrival: Hotel Check-In Time is **3:30pm**. Please do not arrive at the hotel before **3:30pm**! Conference registration will NOT be available until **8pm**.

Tuesday Arrival: Please plan your arrival time for 9am or later.

- ◆ **Sleeping rooms may not ready until 3:30pm or later. Please have a plan to store your luggage until rooms are ready.**
- ◆ **Students who are competing or testing on Tuesday should travel in professional dress.**

Thursday Departure: Hotel Check-Out Time is **Noon**.

- ◆ Final session is scheduled to end by 11:30am. However, if you have ICDC Qualifiers, you are required to attend the meeting immediately following the closing session which traditionally takes a little over an hour.
- ◆ Please plan to be out of your rooms before the last general session. You do NOT need to check out through the front desk. Please place your room keys and check out form in the box at the front desk.



CONFERENCE REGISTRATION COSTS

Student/Advisor/Chaperone Early Bird (Ends 1.27.14)	Student/Advisor/Chaperone (1.28.14-2.03.14)	Late (After 2.03.14)	Formal Dinner Guest	Social Networking Dinner Guest
\$100	\$115	\$125	\$50	\$30
<ul style="list-style-type: none"> <i>Wednesday Dinner cost is included in registration fee for students, advisors and chaperones.</i> <i>NEW!!! All attendees will receive a conference T Shirt. Please be sure to register the correct size for each attendee.</i> 				
<i>Family Members in attendance not serving as chaperones are not charged registration. If they will be attending a banquet, they must be registered for the appropriate banquet.</i>				

Accommodations at our conference hotel limit the number of people who can attend our formal dinner banquet on Wednesday evening. Chapters will again have the option to split up the chapter to attend both banquets. Chapters will register for the banquets during the online registration process.

Students who are not competing in projects will be able to attend the Social Networking Dinner. Students will be able to attend wearing their conference T Shirts and dressed in accordance to WIDECA Pride Dress Code. This event will require an advisor/chaperone to be in attendance. Service Associates will be required to attend this dinner.

Please note that all attendees to the Social Networking Dinner are required to stay for the entire session!

The formal banquet will be for the following students, advisors, and guests ONLY:

- ◇ Students competing in categories 3, 4, and 5
- ◇ Advisor of students competing in categories 3, 4, and 5 (Required)
- ◇ Student or Adult Scholarship Recipients
- ◇ Advisor receiving Red Apple Award
- ◇ Friends of DECA
- ◇ School Officials
- ◇ Guests receiving Alumni Excellence
- ◇ Special Guests (***Please remember to register special guests online to purchase extra banquet tickets.***)

Please note that all attendees to the formal banquet are required to stay for the entire session!

Chapters will need to register each member for the correct banquet during the registration process. When registering online, be sure to select this in two (2) locations.

1. Select the correct registration “status” based on which banquet each person will be attending.
2. Select the correct banquet “event” code when adding/editing events to each person.

Both steps must be followed to correctly register for the banquets.

Our online system will also allow you to register guests for the banquets.



Conference Cost Snapshot

EARLY BIRD REGISTRATION (ENDS 1.27.13)

Hotel Night Stays	Student/Advisor/Chaperone Registration	Flat Rate Hotel Cost	Per Person Total Cost
TWO	\$100	\$100	\$200
THREE	\$100	\$150	\$250
State Officers	NO CHARGE	NO CHARGE	NO CHARGE
<i>You must register your state officers for SCDC! There will be no additional cost added into your final invoice. State Officers must be registered into competitive events.</i>			

Registration (1.28.14-2.03.14)

Hotel Night Stays	Student/Advisor/Chaperone Registration	Flat Rate Hotel Cost	Per Person Total Cost
TWO	\$115	\$100	\$215
THREE	\$115	\$150	\$265
State Officers	NO CHARGE	NO CHARGE	NO CHARGE
<i>You must register your state officers for SCDC! There will be no additional cost added into your final invoice. State Officers must be registered into competitive events.</i>			



BANQUET AND FOOD OPTIONS

Wednesday Night Session and Banquet Options

As explained earlier in Conference Registration Costs, we are giving chapters the option to split up in order to attend both Wednesday Night Dinner Events.

Please be sure to register for the correct dinner function during the online registration process!

Chapters will need to register each member for the correct banquet during the registration process. When registering online, be sure to select this in two (2) locations.

1. Select the correct registration "status" based on which banquet each person will be attending.
2. Select the correct banquet "event" code when adding/editing events to each person.

Both steps must be followed to correctly register for the banquets.

Carry-In Food/Coolers

No food preparation is allowed in sleeping rooms. *(This includes pizza, popcorn, hot dogs, etc.)* Per Grand Geneva Policy, there are no outside appliances allowed into the hotel, and no food that is to be cooked on-site allowed into the hotel.

Coolers are allowed for snacks, soft drinks, fruit juices and water only. *(Please try and keep it to 1 cooler per room.)*

Most rooms at the Grand Geneva do have refrigerators.

Fast Food

The Grand Geneva will again offer fast food options throughout the conference. The fast food area will be open for breakfast on Wednesday and Thursday, Lunch on Tuesday and Wednesday, and for late night snacks on Tuesday and Wednesday. Prices will range from \$1.50-\$5.00. Items will vary but will include both healthy and snack type options for food and beverage.

Schools will receive flyers and possibly coupons from area restaurants in their registration packets at the conference to assist with ordering food from outside the hotel.

NEW! 2013-2014 WIDECA Membership Incentive Dinner

Those chapters that qualified by completing the 2013-2014 WIDECA Membership Incentive will be recognized at a special dinner on Tuesday evening before Opening Session. Dinner will begin at 5:00pm and will end at 6:30pm when chapters will move to The Forum for early entry into Opening Session. More details will be emailed to the qualifying chapters. Dress code should follow the guidelines for Business Professional (#13 on the Conference Code of Conduct). If your chapter qualifies for this dinner, you will be automatically registered. If you do NOT plan on attending this dinner, please contact Holly Gregory by email with your regrets. Recognition will be given out, so it is highly recommended that your chapter attend if qualified.



STOP!

The next few pages are a valuable resource when beginning your online registration process! Please read through this information thoroughly before beginning and have available while online.

Do not begin registration until you have submitted your [2014 SCDC Allocation Form](#). Once Holly receives your form you will receive a Quota Confirmation via email.

Student to Advisor ratio for SCDC 2014 is 16:1

If you plan to “share” chaperone duties with another chapter, it is essential that Holly Gregory is aware of this **BEFORE** you begin registration. Please send her an email with this update as soon as possible if you have not already done so. The registration system will stop you from registering after you reach the 16:1 ratio.

Beginning Registration Online

You will be using the same user name and password that you used for registering your membership with National DECA. If you forgot that information, please enter your email and the registration site will automatically send you an email with that information. If that does not work, you may contact Holly Gregory via email or phone.

Some Important Information

1. You must select a specific **STATUS** for every person you are registering! Please read all selections carefully and select the correct choice. This is essential in accounting for our dinner numbers and for housing purposes.

STATUS SELECTIONS			
STUDENT SELECTIONS		ADULT SELECTIONS	
SFD	Student Formal Dinner	AFD	Advisor Formal Dinner
SSN	Student Social Networking Dinner	ASN	Advisor Social Networking Dinner
OCF	State Officer Candidate Formal Dinner	CFD	Chaperone Formal Dinner
OCN	State Officer Candidate Social Networking Dinner	CSN	Chaperone Social Networking Dinner
SO	2013-2014 State Officer	STF	Student Teacher Formal Dinner
SAN	Service Associate Social Networking Dinner	STN	Student Teacher Social Networking Dinner
VFD	Voting Delegate Formal Dinner	<i>When registering additional chaperones and student teachers PLEASE indicate GENDER in the EDIT menu.</i>	
VND	Voting Delegate Social Networking Dinner		
OTHER SELECTIONS			
FAM	Family Member	<i>By special permission ONLY</i>	
GFD	Guest for Formal Dinner	<i>Recipients of Awards ONLY please</i>	
GSN	Guest for Social Networking Dinner		

2. You will need to enter a T Shirt size for each attendee. **ALL ATTENDEES WILL RECEIVE A CONFERENCE T SHIRT.** The conference T Shirt will be worn during SCDC by those attending the Social Networking Dinner and the dance on Wednesday evening.
3. Once you have entered your student information in, you must go into **EDIT/SELECT EVENTS** to enter their events. Select **ALL** that apply for each student. **ALL** students who are attending SCDC as competitors are required to be registered for the Economics Excellence Event **AND** in one of the following events:
 - **Individual Series**
 - **Team Decision Making**
 - **Principles of Business Administration**

All students who are attending must be registered for either the Formal Dinner Banquet **OR** the Social Networking Dinner.
4. You must repeat this process for all adults (advisors, student teachers and chaperones) under **ADD A NON STUDENT > EDIT/SELECT EVENTS** as well.

Please be sure to enter GENDER for all advisors, student teachers and chaperones!!!!

SELECT ALL THAT APPLY FOR EACH ATTENDEE!

SCDC COMPETITIVE EVENT SELECTIONS		
DECA CODE	DESCRIPTION	EVENT TYPE
AAM	Apparel and Accessories Marketing Series	Individual Series
ACT	Accounting Applications Series	Individual Series
ASM	Automotive Services Marketing Series	Individual Series
BFS	Business Finance	Individual Series
BSM	Business Services Marketing Series	Individual Series
FMS	Food Marketing Series	Individual Series
HLM	Hotel and Lodging Management Series	Individual Series
HRM	Human Resource Management	Individual Series
MMS	Marketing Management Series	Individual Series
QSRM	Quick Serve Restaurant Management Series	Individual Series
RFSM	Restaurant and Food Service Management Series	Individual Series
RMS	Retail Merchandising Series	Individual Series
SEM	Sports and Entertainment Marketing Series	Individual Series
BLTDM	Business Law and Ethics Team Decision Making	Team Decision Making
BTDM	Buying and Merchandising Team Decision Making	Team Decision Making
FTDM	Financial Services Team Decision Making	Team Decision Making

SCDC COMPETITIVE EVENT SELECTIONS (CONTINUED)

HTDM	Hospitality Services Team Decision Making	Team Decision Making
MTDM	Marketing Communications Team Decision Making	Team Decision Making
STDM	Sports and Entertainment Marketing Team Decision Making	Team Decision Making
TTDM	Travel and Tourism Team Decision Making	Team Decision Making
PBM	Principles of Business Management and Administration	Principals of Business Administration
PFN	Principles of Finance	Principals of Business Administration
PHT	Principles of Hospitality and Tourism	Principals of Business Administration
PMK	Principles of Marketing	Principals of Business Administration
ECON	Economics Excellence (Required for all competitors)	Special Event

ENGB	Entrepreneurship Growing Your Business	Business Management and Entrepreneurship
ENI	Entrepreneurship Innovation Plan	Business Management and Entrepreneurship
ENPF	Entrepreneurship Participating - Franchise	Business Management and Entrepreneurship
ENPI	Entrepreneurship Participating - Independent	Business Management and Entrepreneurship
ENW	Entrepreneurship Written Event	Business Management and Entrepreneurship
IBP	International Business Plan	Business Management and Entrepreneurship
BMOR	Buying and Merchandising Operations Research	Business Operations Research
BOR	Business Services Operations Research	Business Operations Research
FOR	Finance Operations Research	Business Operations Research
HTOR	Hospitality and Tourism Operations Research	Business Operations Research
SEOR	Sports and Entertainment Marketing Operations Research	Business Operations Research
CMP	Creative Marketing Project	Chapter Team
CSP	Community Service Project	Chapter Team
EPP	Entrepreneurship Promotion Project	Chapter Team
FLPP	Financial Literacy Promotion Project	Chapter Team
LEP	Learn and Earn Project	Chapter Team
PRP	Public Relations Project	Chapter Team
ADC	Advertising Campaign	Marketing Representative
FMP	Fashion Merchandising Promotion Plan	Marketing Representative
SEPP	Sports and Entertainment Promotion Plan	Marketing Representative
HTPS	Hospitality and Tourism Professional Selling	Professional Selling
PSE	Professional Selling	Professional Selling

SCDC DINNER SELECTION *(REQUIRED TO CHOOSE ONE)*

FD	Formal Dinner Banquet	Special Activities
SND	Social Networking Dinner	Special Activities

All attendees must have a matching STATUS to their DINNER SELECTION!

SCDC SPECIAL EVENTS

(THESE ARE ADDITIONAL ACTIVITIES THAT ATTENDEES CAN CHOOSE TO PARTICIPATE IN)

SOC	State Officer Candidate (Pre Screened ONLY)	Special Event
WISA	WIDECA SCDC Service Associate (Approved ONLY)	Special Event
WIVD	WIDECA SCDC Voting Delegate (Approved ONLY)	Special Event
SBE1	School Based Enterprise Academy Gold/Silver/Bronze	Special Event
SBE2	School Based Enterprise Academy New to SBE	Special Event
SBE3	School Based Enterprise Academy Exploring SBE	Special Event
WIGC	WI DECA Gold Chapter	Special Event
WIGS	WI DECA Gold Student	Special Event
METP	Marketing Education & Training Presentation	Special Event
LDR1	WED 2:30pm Eddie Slowikowski Leadership Workshop	Special Event
LDR2	WED 3:45pm Eddie Slowikowski Leadership Workshop	Special Event

CAREER TRACK WORKSHOPS

- TUESDAY ONLY!***
- STUDENTS NOT COMPETING IN PROJECTS SHOULD SELECT 2 OR 3 SESSIONS.***
- PRE-REGISTRATION IS REQUIRED AND SPACE IS LIMITED.***
- IF TRACK IS FULL, THE REGISTRATION SYSTEM WILL NOT LET YOU REGISTER. CHOOSE ANOTHER TRACK.***
- WORKSHOP SPEAKERS AND TITLES WILL BE UPDATED IN SCDC FLASH IN FEBRUARY.***
- STUDENTS WHO ARE COMPETING IN PROJECTS ARE ENCOURAGED TO ATTEND AT WILL AND DO NOT NEED TO PRE-REGISTER (BASED ON SPOTS AVAILABLE ON SITE).***
- WIDECA ENCOURAGES CHAPTERS TO ARRIVE EARLY TO ATTEND THIS NEW PROFESSIONAL DEVELOPMENT ACTIVITY.***

11ENT	11:00 AM Entrepreneurship	Special Event
11MKT	11:00 AM Marketing	Special Event
11NTWK	11:00 AM Networking	Special Event
12ENT	12:00 PM Entrepreneurship	Special Event
12MKT	12:00 PM Marketing	Special Event
12NTWK	12:00 PM Networking	Special Event
1ENT	1:00 PM Entrepreneurship	Special Event
1MKT	1:00 PM Marketing	Special Event
1NTWK	1:00 PM Networking	Special Event

ENTERING SPECIAL NEEDS

The following information MUST be entered into **SPECIAL NEEDS** in order to be accounted for:

- Dietary Needs
- Special Needs or Medical Requests / Handicapped Accessibility
- Housing Requests (when traveling with another chapter)
- Single Room Requests

This will be the ONLY way we know about these types of requests!

HOUSING

Completing the housing component completely of online registration is very important. Please pay close attention to gender when assigning rooms. This is especially important when registering your chaperones and student teachers. If you don't enter their GENDER in the EDIT menu, we may not know how to properly room them with others if you do not already have them assigned to a roommate.

Please realize that if you are requesting to house with another chapter or another advisor, you MUST arrive on the same day to SCDC.

There are many different room types at THE GRAND GENEVA RESORT. In order to "fit" all attendees into the resort, groups may be combined by conference staff into room configurations other than what you submit into the registration system. Everyone will have a bed. Almost everyone will have to share a bed. This is nature of this conference. *If there is important information that we need to know about combining certain students, please include this in the SPECIAL NEEDS section.*

You will not be able to register for a "single" room this year as we went to flat rate pricing. If you are "requesting" a single room, please add this to the SPECIAL NEEDS section of the attendee. IF we are able to accommodate this request, you will be re-invoiced the Single Room Rate for your room.

If you are traveling with a spouse who is acting as a chaperone, then you will assign that spouse to your room and will then be housed in a "double."

If you are traveling with family (for medical needs only) and need a room to accommodate them, you must register your family members as "FAM." You will not have to pay a conference registration fee for them, but housing costs will be reflected for them on your invoice. Any family members not registered as chaperones, would not be registered to attend any meal functions.

FINAL INVOICING & PAYMENT

Registration is complete when you click “Finished Registering.” This will generate an invoice that should be printed and submitted for payment immediately. Please include a copy of the invoice with your payment. If you make any changes to your registration before February 3, 2014, you can generate a new invoice by clicking “Finished Registering.” Final invoices are processed by our WIDECA Office Assistant immediately upon the close of registration. Payment in full is expected prior to your arrival at SCDC.

CANCELLATIONS & REFUNDS

You may make cancellations until February 3, 2014. After that date, there are no refunds issued for cancellations. You may substitute after that date by submitting a Change Form to Holly Gregory. Please understand that you may be required to substitute same gender and event depending on when your cancellation occurs. We will work with you to make the situation work for all parties whenever possible.

If you make changes to your registration on or before February 3, 2014, and have already sent in payment please send in the updated invoice with a note if you owe money, so that accounting can more easily credit your account. If you have a refund coming back to you, all final invoices and payments are finalized within 30 days after the last day of the conference. Your chapter will receive a refund check back usually within 60 days of the close of the conference.

All payment and refund questions should be directed to Noel Weber-Eedy, WIDECA Office Assistant. Her contact information is on the contact information page of this packet.

**If you have questions...don't be
afraid to call Holly Gregory! I am
here to help! 262.490.1238**

CAREER TRACK PRESENTATIONS

Tuesday at SCDC, students (and advisors) can join industry leaders as they share their expertise about their career choices. This year, topics will include industry experts in entrepreneurship, marketing and networking.

The sessions will take place on Tuesday at three (3) different times: 11am-11:45am; 12pm-12:45pm; 1pm-1:45pm. This will be a great opportunity for students who are not competing in projects to further develop their industry knowledge and understanding. Students who are doing projects are welcome as well and can join sessions that are not full.

It is important for event planning that we pre-register for these sessions. While completing your online registration, please register your students who are not in projects for at least two (2) sessions. Selections will be based on broad career tracks in the registration system in order to allow flexibility with the speaker presentations. Your choices will be:

- | | | |
|-------------------------|-------------------------|------------------------|
| • 11AM Entrepreneurship | • 12pm Entrepreneurship | • 1pm Entrepreneurship |
| • 11AM Marketing | • 12pm Marketing | • 1pm Marketing |
| • 11AM Networking | • 12pm Networking | • 1pm Networking |

NOTE: We are looking for adult assistants to serve as speaker liaisons for these sessions. Monday night arrival is preferred. Please let Holly Gregory know if you would be interested in this job assignment for SCDC.

KEYNOTE SPEAKER & LEADERSHIP WORKSHOPS



EDDIE SLOWIKOWSKI IS THE ULTIMATE WINNER!

From his days as a Gold medal track star to his current position as the country's premier speaker, Eddie's elite training, dynamic style, and interactive programs make for a fun and winning ride. His personally devised presentations are on the cutting edge for audiences everywhere. The one constant through it all remains his high-energy message and interactive style. With amazing stories, the use of music and sound effects, Eddie takes his audience through an entertaining and inspirational experience. As a 3-time NCAA All American and member of the elite Sub-4 miler group (ran mile in 3 minutes 58 seconds), Eddie knows what it takes to be a winner.



Leadership Workshop 1: Teaming Up To Make A Difference (2:30pm)

If you want to feel empowered to succeed as part of a team, this breakout rocks it. Join Eddie Slowikowski for a raucous, high-spirited, musical trivia dance party and learn amazing Teambuilding skills along the way. Eddie uses popular culture, today's biggest music hits, and teambuilding things to get participants moving, heart's pumping and the competition flying.



Leadership Workshop 2: True Values (3:45pm)

What is truly valuable in life? What do you believe in? Take a powerful journey of self-discovery with Eddie Slowikowski. Come face to face with the biggest issues you're dealing with and find out how you'd react to the big tests in life.

NOTE: These sessions must be pre-registered for while entering online registration. Space is limited and sessions may fill up. Register early!

DECA Competitive Events

Purpose of DECA's Competitive Events Program

The DECA Competitive Events Program contributes to every student being college and career ready when they graduate from high school by focusing on the following outcomes:

- **Academically Prepared**
DECA's competitive events provide a vehicle to demonstrate National Curriculum Standards through individual or team activities, develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentation.
- **Community Oriented**
DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.
- **Professionally Responsible**
DECA's competitive events encourage members to develop ethics, integrity and high standards, and to assume responsibility for self-improvement and self-discipline.
- **Experienced Leaders**
DECA's competitive events provide constructive avenues for team expression, initiative and creativity.

DECA's competitive events program promotes **competence, innovation, integrity and teamwork**.

DECA Competitive Events Guidelines are detailed in the DECA Guide or at the following website: www.deca.org/competitions/highschool/

Performance Indicators are available for each event by clicking on the Event Abbreviation in the Performance Indicator Column at the above site.



Because of DECA copyright agreements, SCDC performance Indicators can no longer be distributed prior to SCDC.

CAREER CLUSTERS AND INSTRUCTIONAL AREAS



DECA's Competitive Events Program is aligned with National Curriculum Standards in Marketing, Business Management and Administration, Finance and Hospitality and Tourism Career Clusters.

Performance indicators are the basis of the content of the cluster exams and content interviews, case studies and role plays. Performance indicators are specific knowledge/skills categorized by instructional area.

The Business Administration Core has twelve instructional areas with performance indicators. This core is the foundation for all of DECA's competitive events.

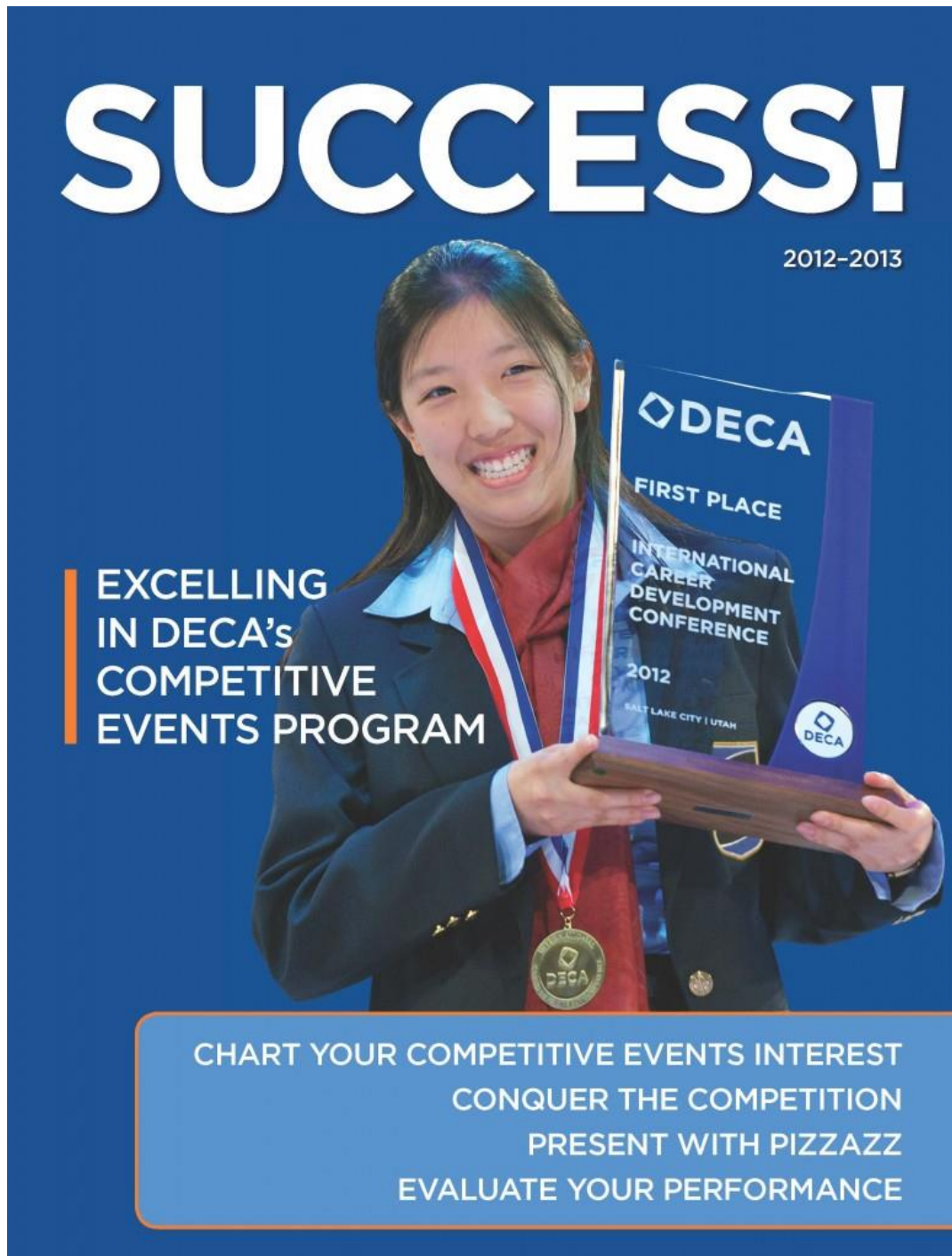
As events become more specialized, they are associated with a specific career cluster and then possibly a career pathway. At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

INSTRUCTIONAL AREAS IN BUSINESS ADMINISTRATION CORE AND EACH CAREER CLUSTER

	Marketing Career Cluster Instructional Areas Channel Management Marketing-Information Management Market Planning Pricing Product/Service Management Promotion Selling	Marketing Pathways Marketing Communications Marketing Management Marketing Research Merchandising Professional Selling
Business Administration Core Instructional Areas Business Law Communication Skills Customer Relations Economics Emotional Intelligence Financial Analysis Human Resources Management Information Management Marketing Operations Professional Development Strategic Management	Business Management and Administration Career Cluster Instructional Areas Knowledge Management Project Management Quality Management Risk Management	Business Management and Administration Pathways Administrative Services Business Information Management Corporate/General Management Human Resources Management Operations Management
	Finance Career Cluster Instructional Areas Compliance Financial Information Management Product/Service Management Risk Management	Finance Pathways Accounting Banking Services Corporate Finance Insurance Securities and Investments
	Hospitality and Tourism Career Cluster Instructional Areas Distribution/Channel Management Marketing Information Management Market Planning Pricing Product/Service Management Promotion Selling	Hospitality and Tourism Pathways Lodging Recreation, Amusements, Attractions Restaurants and Food and Beverage Services Travel and Tourism

MAKE IT COUNT WITH THIS AWESOME RESOURCE!

Available at: http://www.deca.org/docs/publications-attachments/DECA_CE_Success.pdf



GENERAL QUALIFICATIONS AND GUIDELINES FOR COMPETITION



All participants must be **paid DECA members** with the current year's dues on file with DECA prior to the date of registration for the State Career Development Conference.

At the state level, all participants **must** register to compete in a Principles of Business Administration (PBA), Team Decision Making or Individual Series Event.

At the state level, all participants **must** complete the WIDECA Economics Exam online prior to SCDC.

No online testing will occur for the cluster exams for SCDC. Testing will take place in paper/pencil format at SCDC. At SCDC, if a participant competes in multiple events where the student has to take the same cluster exam more than once, a participant will take the exam **only once** and that score will follow them through competition. *For example: a student who competes in Apparel and Accessories Marketing in Category 1 and Advertising Campaign from Category 3 will take the Marketing Cluster Exam one time at SCDC and the score will follow them.*

Wisconsin DECA Competitive Event Categories

1 Series Events	2 Professional Selling Events	3 Manual Events	4 Chapter Team Events	5 Special
Required by all competitors registered for SCDC. Cluster Area Exam Required. Online Economics Excellence Exam Required. (NEW Stand Alone Event)	In addition to one Series Event. *Requires Cluster Area Exam. May also compete in one or more Special Event.	In addition to one Series Event. *Marketing Representative Events require Cluster Area Exam. May also compete in one or more Special Event.	In addition to one Series Event. May also compete in one or more Special Event.	In addition to one Series Event. May also compete in one Category 2, 3 or 4 Event. May be entered into more than one Special Event.
Top 6 Event Finalists Qualify for ICDC	Top 6 Event Finalists Qualify for ICDC	Top 6 Event Finalists Qualify for ICDC	Top 6 Event Finalists Qualify for ICDC	Refer to Individual Event Guidelines for ICDC Qualifiers
Principles of Business Administration Events (PBA) <ul style="list-style-type: none"> Principles of Business Management & Administration Principles of Finance Principles of Hospitality & Tourism Principles of Marketing 	Professional Selling Events <ul style="list-style-type: none"> Hospitality and Tourism Professional Selling Professional Selling 	Business Operations Research Events <ul style="list-style-type: none"> Business Services Buying & Merchandising Finance Operations Hospitality & Tourism Sports & Entertainment Marketing <p>2014 topic available at: www.deca.org/_docs/conferences-competitions/DECA_BOR_Guidelines.pdf </p>	Chapter Team Events <ul style="list-style-type: none"> Community Service Project Creative Marketing Project Entrepreneurship Promotion Project Financial Literacy Promotion Project Learn and Earn Project Public Relations Project 	Online Events <ul style="list-style-type: none"> Stock Market Game Virtual Business Challenges <ul style="list-style-type: none"> ✓ Personal Finance ✓ Restaurant ✓ Retail ✓ Sports

1 Series Events	2 Professional Selling Events	3 Manual Events	4 Chapter Team Events	5 Special
<p>Team Decision Making Events</p> <ul style="list-style-type: none"> • Business Law & Ethics • Buying & Merchandising • Financial Services • Hospitality Services • Marketing • Communications • Sports & Entertainment Marketing • Travel & Tourism <p>Individual Series Events</p> <ul style="list-style-type: none"> • Accounting Applications • Apparel & Accessories Marketing • Automotive Services Marketing • Business Finance • Business Services Marketing • Food Marketing • Hotel and Lodging Marketing • Human Resources Management • Marketing Management • Quick Serve Restaurant Management • Restaurant & Food Service Management • Retail Merchandising • Sports & Entertainment Marketing 		<p>Business Management & Entrepreneurship Events</p> <ul style="list-style-type: none"> • Entrepreneurship Innovation Plan • Entrepreneurship Written • International Business Plan • Entrepreneurship Participating (Creating and Independent Business –ENPI or Franchise-ENPF) • Entrepreneurship Growing Your Business <p>Marketing Representative Events</p> <ul style="list-style-type: none"> • Advertising Campaign • Fashion Merchandising Promotion Plan • Sports & Entertainment Promotion Plan 		<p>Partner Events</p> <ul style="list-style-type: none"> • FIDM Challenge Deadline February 7, 2014 • Finish Line Challenge Deadline December 13, 2013 <p>Wisconsin Only Special Events</p> <ul style="list-style-type: none"> • NEW Economics Excellence (REQUIRED) • UPDATED Gold Chapter • Gold Student • NEW Marketing Education & Training Event (Formerly Public Speaking) • UPDATED School Based Enterprise Academy • State Officer Elections

Projects that require a manual will be submitted in hard copy format per DECA guidelines. Projects (*one copy in DECA Binder and two photocopies*) must be postmarked (in the mail) by January 30, 2014. Online submission will no longer be available for projects.



COMPREHENSIVE EXAM MATRIX

EXAMINATION	INDIVIDUAL EVENTS	TEAM EVENTS
Business Management and Administration Cluster	Human Resources Management	Business Law and Ethics
Finance Cluster	Accounting Business Finance	Finance Financial Services
Hospitality Cluster	Hotel and Lodging Management Quick Serve Restaurant Restaurant and Food Service Mgmt	Hospitality Services Travel and Tourism Hospitality & Tourism Professional Selling
Marketing Cluster	Apparel and Accessories Automotive Services Business Services Food Marketing Marketing Management Retail Merchandising Sports and Entertainment Marketing	Buying and Merchandising Sports and Entertainment Marketing Advertising Campaign Fashion Merchandising Promotion Sports & Entertainment Promotion Professional Selling Marketing Communications
Business Administration Core	Principles of Business Admin. Principles of Finance Principles of Hospitality Principles of Marketing	

Students who are competing in an Individual Series, PBA, or TDM Event AND a project that require the same Cluster Exam for each event need only take the test ONE TIME!!!!

Please instruct your students to inform test proctors that they have already completed the test during their project test time.

2014 WISCONSIN DECA SCDC ONLINE TESTING PROCEDURES

The ECONOMICS EXAM is the only exam that will be administered online prior to the 2014 Wisconsin DECA State Career Development Conference. The CLUSTER EXAM will be administered the exact same as the past — On Tuesday, March 19, 2014.

Important Dates:

- February 3: SCDC Registration Closes
- February 18 – March 2: Demo Test Practice Window
- February 26 (on or before): Email tentative testing date(s) to Tim Fandek:
timothy.fandek@dpi.wi.gov
- February 28 (on or before): Chapter will receive competitor login information
- March 3 – 14: Economics Test Online Testing Window

A few points of note:

- The DECA Advisor IS allowed to be the Chapter Testing Coordinator. The main roles of the Chapter Testing Coordinator are:
 - Check-In & Activating students
 - Assist with basic technical difficulties
- You may conduct as many sittings/periods for the Economic Exam as you need during your online testing window.
- **If a student's computer or web browser should crash, or you have other technical difficulties, notify the Association Testing Administrator (Tim Fandek) immediately at 414.588.9595.** If the call goes directly to voice mail, please leave a message and your call will be returned as quickly as possible. You may also email Tim at timothy.fandek@dpi.wi.gov. *Please be sure to provide a cell phone number, to expedite a return call.*
- If a student has an IEP that permits them more time, you will need to enter the time extension needed when you register the student. This is found when you click on Edit & Select Events screen. There is a box to enter special needs. If you do not enter this at the time of registration your student will not be able to be given more time by the online testing system.

Testing Environment

- Wisconsin DECA online exam Testing Coordinators are expected to maintain a professional decorum typical of all high-stakes testing environments throughout the entire testing process (e.g. quiet room, no communication of any kind among examinees).
- Coordinators may utilize their own professional judgment to determine responses to specific requests or circumstances within the overall context of a positive, credible testing process. To minimize data complications, Coordinators are encouraged to allow students to login and begin testing as they arrive. It is not necessary that all students begin or end at precisely the same time.

Guidelines

- **Do not give out the testing ticket to students prior to their testing session.**
- **The student password expires immediately after they enter it into the online testing site.**
- The test will “time out” in whatever time deadline we set after the student has started.
- Once they have completed their test, and test answers have been submitted, students will NOT be permitted to re-take the test or change any answers.
- If a student needs to leave the room before their test is completed, they will not be allowed to continue their test.
- Students and Chapter Test Coordinators will not have access to test scores. Results and feedback will be shared at the close of the State Conference.
- Please note that the questions and responses will be presented in random order for each student, to prevent copying.
- **It is imperative that your students take their test from a computer that has been tested using the demo test to be sure that the computer has the proper online connection.**
- Printing and/or screenshots are not possible, as well as opening another browser window to lookup answers. If this happens the student will need to see the proctor for another password because the system will force a logout. Please help us to preserve the integrity of the testing environment and results. Thanks for helping us to monitor this closely.

- Chapter Testing Coordinators may supervise a maximum of 40 examinees at any one point in time. If more than 40 are to be tested concurrently, an Assistant Testing Coordinator must be present.
- Each student will need the following with them on the day of the test:
 - Username and password for the testing website (please do not give them out prior to the students arriving for the testing session)
 - A NON-programmable calculator (graphing calculators, cell phones, smartphones, iPads/tablets or PDAs may NOT be used)
 - Pencils/pens
 - Scrap paper (scratch paper should be provided, collected and destroyed at the conclusion of testing)
- Students are NOT allowed:
 - References or resources of any kind
 - Use of other computer programs while logged into the testing web site
 - Communication with other students
 - Communication with the Chapter Test Coordinator (except for technical difficulties)
 - To record in any manner any element of the exam
 - Use of cell phones or other PDA devices, graphing or scientific calculators.

Acknowledgement

- Chapter Testing Coordinators acknowledge that the Wisconsin DECA exams are proprietary and have substantial monetary value. They further acknowledge liability for any action that results in the actual breach of security of exam questions or in a perceived breach of security that would diminish the overall value of the exams, competition, institute, or sponsoring organizations.

DECA INC. Copyright Agreement

1. Chartered Associations purchase a license for one-time use of exams for use (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
3. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
4. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
5. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
6. Only after a date specified by DECA Inc. will the Chartered Association Advisors be able to provide sample copies of the District Exam to local chapter advisors. After all state/provincial conferences have ended, DECA Images will begin selling sample copies of the state/provincial exams.
7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. **Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.**
10. All copyright restrictions apply to local chapters also.



BOARD OF GOVERNORS UPDATED POLICY

Everyone involved in competitive events should clearly understand the following information.

COPYRIGHT AGREEMENT

1. Chartered Associations purchase a license for one-time use of exams for use (only) as part of the current year's DECA Competitive Events Program.
2. Exam items may not be banked nor re-used to develop other exams. Exams must be used only as distributed by DECA Inc.
3. Items may not be edited nor rewritten for any purpose. (Derivative works are controlled by U.S. copyright law and are generally not allowed without express permission.)
4. Chartered Associations agree that all exams will be collected and destroyed after one-time use.
5. Chartered Associations may retain one file copy, but the file copy may not be used as a source of items for any purpose.
6. Only after a date specified by DECA Inc. will the Chartered Association Advisors be able to provide sample copies of the District Exam to local chapter advisors. After all state/provincial conferences have ended, DECA Images will begin selling sample copies of the state/provincial exams.
7. Chartered Associations may duplicate exams as needed for individual students competing in DECA's current year's Competitive Events Program.
8. Chartered Associations that use an online testing service must notify DECA Inc who the provider is and the provider must meet DECA's online security requirements. DECA Inc. will provide the exams directly to approved online providers after they have demonstrated their security standards.
9. **Under no circumstances may the exams and/or DECA competitive events in whole or in part, or any items within be published or posted on any website.**
10. All copyright restrictions apply to local chapters also.

POLICY UPDATE #1

Any chapter which violates DECA's exam or scenario use and distribution policies will not be allowed to participate in that school year's chartered association conference or ICDC.

POLICY UPDATE #2

If any exams or scenarios are posted on a chapter or chartered association website or distributed in any way outside of the policy, the chartered association will not receive scenarios from DECA Inc. or be eligible to purchase exams for a period of one year.



TENTATIVE CONFERENCE AGENDA TUESDAY, MARCH 18TH, 2014

9:00 am	Candidate Orientation	12:30 pm	Project Presentations (con't) Entrepreneurship Participating Entrepreneurship Promotion Entrepreneurship Written Financial Literacy Promotion Project International Business Plan Learn and Earn Public Relations Project Gold Student Interviews
9:00 am	Voting Delegate Orientation	1:00 pm	Service Associate Briefing
9:00 am	Election Committee Orientation	3:00 pm	Adult Assistant Briefing For all Individual Series, Team Decision Making and Principles of Business Administration Events
9:00 am	Conference Registration	3:00 pm	Tabulation Orientation
10:00 am	Candidate Presentation & Elections	3:45 pm	Student Orientation and Core Exam For all Individual Series, Team Decision Making and Principles of Business Administration Events
10:30 am	Project Director & Project Adult Assistant Orientation	5:00-6:30pm	WIDECA Membership Incentive Recognition Dinner <i>(By Invitation Only)</i>
11:00am-3:30pm	SBE Academy 11:00am Welcome/SBE Certification Overview & Expectations 11:30am Industry Presentation on Product/Service Management 12:15pm Lunch Break/Presentation Preparation 12:45pm SBE Presentations/Round Table Discussions 3:15 SBE Academy Debriefing	5:30-7:00 pm	Dinner on your own
11:00 am	Testing Ad Campaign Fashion Promotion Sports & Entertainment Promotion Hospitality & Tourism Professional Selling Professional Selling	5:30 pm	Series Make-up Exam
11:00-11:45 am	Student Career Track Workshops	7:15 pm	Forum Doors Open for Opening Session Delegates are seated by District
12:00-12:45 pm	Student Career Track Workshops	7:30 pm	"Make It Count" Opening Session Welcome from DECA Keynote Presentation MDA Coins for Campers Presentation Red Apple Awards Gold Student Honorees Vice Presidential Candidate Introductions Presidential Candidate Introductions Scholarship Honorees School Based Enterprise Recognition Announcements
1:00- 1:45 pm	Student Career Track Workshops	9:30-10:30 PM	ICDC Information Session (Advisors ONLY)
11:30 am	Judge's Luncheon & Orientation	9:30-11:15 pm	Chapter Meeting & Competition Prep
12:00 pm	Series Director Orientation	11:30 pm to 6:00 am	CURFEW <i>Quiet in One's Own Room!!!!</i>
12:30 pm	Marketing Education & Training Presentation Event		
12:30 pm	Project Presentations Advertising Campaign Fashion Merchandising Promotion Plan Sports & Entertainment Promotion Plan Business Services Operations Research Buying & Merchandising Operations Research Finance Operations Research Hospitality & Tourism Operations Research Sports & Entertainment Operations Research Hospitality & Tourism Professional Selling Professional Selling Community Service Project Creative Marketing Project		



Tentative Conference Agenda Wednesday, March 19th, 2014

7:45-8:15 am	Judge's Breakfast and Orientation	9:15-11:45 pm	DECA Dance <i>All those attending the DECA Dance will be required to wear their conference T Shirt and adhere to WIDECA Pride Dress Code</i>
9:15-11:30 am	Competitive Event Student Preparation & Role Plays For all Individual Series, Team Decision Making and Principles of Business Administration Events	10:00-11:00 pm	Advisor Fireside Networking
11:30am-1:30pm	Judges Luncheon	12:00am-6:00am	CURFEW
12:30 pm	Competitive Event Debriefing	<div> <h3>A Year to MAKE IT COUNT</h3> </div>	
1:45 pm	Series Makeup Exams		
2:30 pm	Leadership Workshop		
3:45pm-5:00 pm	Wisconsin DECA Annual Meeting		
3:45 pm	Leadership Workshop		
6:00 pm	Social Networking Dinner		
6:00 pm	"Make It Count" Recognition Session State Officer Appreciation State Officer Parent & Advisor Appreciation Friends of DECA & Alumni Excellence Foundation for WI DECA Grand Awards Part 1 Advertising Campaign Business Services Operations Research Buying & Merchandising Operations Creative Marketing Community Service Entrepreneurship Growing Your Business Entrepreneurship Innovation Plan Entrepreneurship Participating Entrepreneurship Promotion Project Entrepreneurship Written Fashion Merchandising Promotion Plan Finance Operations Research Financial Literacy Promotion Project Hospitality & Tourism Operations Research Hospitality & Tourism Professional Selling International Business Plan Learn and Earn Project Professional Selling Public Relations Project Sports & Entertainment Marketing Research Sports & Entertainment Promotion Plan		



Tentative Conference Agenda Thursday, March 20th, 2014

8:30 am	<p>“Make It Count” Recognition Session Part 2</p> <p>Conference Leadership Team Appreciation Grand Awards Part 2 Accounting Applications Series Apparel & Accessories Marketing Series Automotive Services Marketing Series Business Finance Services Series Business Law & Ethics Management TDM Business Services Marketing TDM Buying & Merchandising Management TDM Financial Services TDM Food Marketing Series Hospitality Services Management TDM Hotel & Lodging Management Series Human Resource Management Series Marketing Communications TDM Marketing Management Series Principles of Business Administration Events Quick Serve Restaurant Management Series Restaurant & Food Service Management Retail Merchandising Series Sports & Entertainment Management TDM Sports & Entertainment Marketing Series Travel & Tourism Management TDM Outstanding Gold Chapter Awards Team 48 Farewells Announcement and Installation of 2014-2015 State Officer Team Closing Remarks and Adjournment</p>
11:00 am	<p>ICDC Double Qualifier Meeting New State Officer Meeting</p>



DECA ICDC 2014
Atlanta, Georgia
May 3-6, 2014



Wisconsin ICDC Hotel: Omni Hotel at CNN Center...More details to come in the ICDC Packet

We Need YOU!

DECA
MAKE IT
COUNT



Visit us online at www.wideca.org

March 18 & 19, 2014

Grand Geneva Resort Lake Geneva, WI

YOUR DAY AS A JUDGE

Plan to arrive early so that you may have time to enjoy a continental breakfast before your event. It's also a good time to network with other professionals in the same event.

- Report to Judge Registration at Grand Geneva Resort
- Receive your event materials, name badge, judge's gift and special goodies from our sponsors
- A series director will greet you and ensure you are in the correct location
- The series director will prepare you for judging your event and answer any questions you may have
- You will then begin interaction with students
- Turn in all materials to the series director at the end of judging
- Provide a debriefing for all students in your event
- Join other judges for a **complimentary** networking lunch provided by WI DECA

What is DECA All About?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. Effective marketing education gives young people the tools and aptitudes they need to live, learn and lead.

DECA strives to provide its members with opportunities to develop those skills through its competitive events program that comes to life with you as a judge. Being a judge allows you to see the skills our students demonstrate in a competitive situation.

We would like you to judge one or both days of the conference. Just click here to register to judge: <http://www.decaregistration.com/judges/wi/>

WI DECA is supported in part by the Foundation for WI DECA whose goal is to provide every first place state champion a scholarship to attend and compete at the International Career Development Conference in Atlanta, Georgia, May 3-6, 2014.

ADVANTAGES TO THE BUSINESS COMMUNITY

- **Students** are aware of their obligations to their employer and company expectations
- **Provides** a source of trained, career-oriented, motivated, young people as potential employees
- **Creates** an entrepreneurial spirit and ability to achieve in a competitive environment



Judge Registration

Online Registration Update!

- ◆ All interested judges need to register for SCDC using our new Judges Registration Site: <http://www.decaregistration.com/judges/wi>
- ◆ **Judges will need to register themselves!** As an advisor, please **DO NOT** attempt to register your judges yourself using our online registration system. Judges will need to create a username and password. It is vital that we receive complete and correct information as we redevelop our judge database.

The Need

- ◆ As you know quality judges play a key role in the success of our conference. Schools within a 50 mile radius should provide 10 judges. All other schools should provide a minimum of two judges. The need is great. The quality of the conference is dependent upon the quality and number of judges. Your students will be the true recipient of the effort you put in to recruit quality judges!
- ◆ Please utilize the previous page in this packet as a promotional resource for recruiting judges.

Judge Qualifications

- ◆ Graduates of Marketing Education programs that judge should be out of school for at least two complete years. **Their third year out of high school is the first year they can judge.**
- ◆ Alumni of Marketing Education programs that are only 1 or 2 years out of school may not serve as judges. If you know of any outstanding Alumni that would like assisting at the SCDC, please refer to our new **College Internship Scholarship Program**. Have them complete this information and WI DECA SCDC Staff will be able to make decisions on these Alumni.
- ◆ In order to generate the most impactful role plays, it is recommended that managers have two years of full-time experience and less than management level should have four years of full-time experience.
- ◆ **Flexibility is ESSENTIAL!** Please do not promise potential judges that they will be judging a specific event! WI DECA SCDC Staff does try to honor requests. However, flexibility may be needed on the day of the event for many reasons.

Housing for Judges

An option for Judge and Special Guest Housing in Lake Geneva is provided below. The cost is \$110-\$210 per night, plus tax. Reservations should be made by February 3, 2014. After that date, our room block is released and reservations will not be guaranteed at our conference rate. Everyone making a reservation needs to mention "Wisconsin DECA Rate" to secure the price. There are other hotel properties in the Lake Geneva area. However, WI DECA does NOT have any negotiated rates with the other area hotels.

Timber Ridge Lodge at the Grand Geneva

Phone: 262.248.8811 ([Ask for Timber Ridge Reservations](#))
7020 Grand Geneva Way (Highway 50 East and Highway 12)
Lake Geneva, WI 53147

Important Documents



Due January 18, 2014



Service Associate Information

Applications and Advisor Recommendations must be done no later than January 18, 2014.

Qualifications

1. Must be a registered DECA member in grades 9-12.
2. Must be familiar with and agree to follow all rules and regulations of the conference.
3. The DECA advisor must complete the **ENTIRE** an evaluation form for each student.
4. The application and evaluation should be emailed or faxed to Michelle Kutz no later than **January 18, 2014**. (email: mkutz@browndeerschools.com or fax: 414.371.7001)

Service Associates' Responsibilities

1. You are directly responsible to the Service Associate Director and the Wisconsin DECA SCDC staff.
2. While on duty you will wear Service Associate identification at all times.
3. A job chart will be made for all associates to follow, which will be posted in near Conference Headquarters. If you are in a situation you cannot handle alone:
 - a. Contact any coordinator for assistance.
 - b. Call the Service Associate headquarters or conference headquarters.
 - c. Ask other Service Associates for help.
4. There will be judges and guests in attendance at all times. It is part of your job to be courteous and helpful to these people as well as the entire DECA membership.
 - a. You will be familiar with the layout of the hotel so you may assist and give directions.
 - b. You will have a schedule of events and meetings with you at all times so that you know when, where, and what activity is going on so that you may assist others.
5. Specific Responsibilities
 - a. Act as host for the entire conference.
 - b. Set up for the dance and special sessions.
 - c. Escort judges to competitive event areas.
 - d. Assist at the general sessions.
 - e. Assist voting delegates.
 - f. Assist with evaluation committee and conference support staff.
 - g. Assist with banquet.
6. **Service Associates are required to wear professional business attire since you will often be working with business people.**
Tact, courtesy, diplomacy, and professionalism are the key words.
Service associates are professional DECA members setting high standards!



Service Associate Application

Due Date: January 18, 2014

Email or FAX to: Michelle Kutz
mkutz@browndeerschools.com

FAX: 414.371.7001

Service Associate Expectations include, but not limited to: attend two SA meetings, assist with one competition event, assist with one additional assignment, **attend and assist the Social Networking dinner** even if the rest of your chapter is attending the Awards banquet dinner, and be “on call” during the conference for additional tasks.

Service Associate Applicant, please complete this section:

Name:	School:
Email Address:	Student Cell Phone:
Year in School: <input type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior	
Please explain your participation with DECA during the current year:	
Are you familiar with the rules and regulations that govern the State Career Development Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you promise to abide by and help to enforce the State Career Development Conference rules and regulations? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you agree to be “on call” for important Service Associate activities during the conference? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you promise to wear professional business attire while serving as a Service Associate? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant Signature	Date

Advisor Recommendation for Service Associate – Advisors please complete this section:

Thank you for your assistance in helping to insure quality Service Associates

Qualities To Be Rated	Fair	Good	Exemplary
Dependability: Prompt, sincere, consistent, able to work without supervision, truthful.			
Cultural Retirement: Courteous, considerate, respectful, mannerly, and appreciative.			
Industriousness: Persistence, habits of work, makes wise use of his/her time.			
Personal Appearance & Grooming: Clean, inoffensive, neat appearance, orderly, poise.			
Ability To Get Along With Others: Adaptable, friendly, tactful, has a respect for others, has as sense of humor.			

Can this student favorably represent your school and Wisconsin DECA if selected for the SCDC Service Associate? ☐ Yes ☐ No

Advisor Name	Advisor Email
Advisor's Cell Phone:	Advisor Signature/Date

Due BEFORE You Begin Registration

MEMBERSHIP/SCDC ALLOTMENT REPORT FORM

FAX (262.354.0406) or e-mail (widecacenterdirector@gmail.com)

Chapter Name:			Advisor Name:		
Day Phone:			Cell Phone:		
					Totals
Current Membership		Allotment Ratio Allowance 18:1		Actual Usage	
Our chapter will submit <u>one</u> project allotment of: (Up to two students)					
Our chapter will be submitting		more members by January 30, 2014 (This total should reflect additional members in accordance with the 18:1 ratio. Round up for .5+)			
District Qualifiers (Awarded 1 st or 2 nd Place at District Competition)					
Our chapter is running a state officer candidate(s) for the 2014-2015 school year. (All candidates who will attend screening on February 8, 2014 qualify. No more than 3 per chapter.)					
Our chapter qualified for this many WIDECA State Initiative Incentive Spots (COW Events, WIDECA Membership, WIDECA Membership Social Media Bonus, Make it Count Mentorship Program)					
Our chapter is NEW in 2014-2015 and will use NEW chapter bonus spots to help build our program (NEW chapters –not reactivated- may use up to 10 additional spots)					
Approved Service Associates (Application is available in SCDC Packet/Due by January 18, 2014)					
Our chapter has an advisor(s) on the Leadership Team for SCDC (Up 2 students per chapter) (Series or Project Director Role and/or Serve on the SCDC Planning Committee)					
Our chapter has an advisor(s) who serves on a DECA Board (Up to 2 students per chapter) (WIDECA, Center, or Foundation Boards)					
					Final Total

The final total should represent the actual number of students your chapter will bring to SCDC based on the above qualifications. Quota will be verified by Holly Gregory and you will be notified that your quota has been approved for SCDC. You will, then, be able to register your chapter before the registration deadline of February 3, 2014.

Due February 3, 2014



STUDENT DELEGATE CONDUCT PRACTICES AND PROCEDURES

Due: February 3, 2014

Wisconsin DECA requires EACH delegate attending the conference to read and sign a copy of this form. It is recommended that each local advisor review this form with chapter members, chaperones, and parents so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants. **Keep originals for your files and bring with you to conference. Please email or fax copies of advisor and student delegate codes of conduct to Holly Gregory at widcacenterdirector@gmail.com or fax to: 262.354.0406.**

1. The term "delegate" shall mean any DECA member attending the conference. Identification badges will be worn at all times.
2. There shall be no defacing of public property. Any damages to any property or furnishings in the hotel rooms or buildings or in the conference center must be paid by the individual or chapter responsible. Local chapters will be billed directly by the hotel or conference center for any damages.
3. Delegates shall keep their advisors informed of their activities and whereabouts AT ALL TIMES. **Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.**
4. Delegates should be prompt and prepared for all activities. Delegates should be financially prepared for all possibilities.
5. Boom boxes and other large music machines are not allowed at the conference. Delegates may use walkmans and other small music machines with individual earphones.
6. Delegates shall stay in designated housing, not with friends or relatives.
7. Only registered delegates and official conference guests are to be at the conference and hotel.
8. Room doors must be kept open wide at all times when members of the opposite sex are visiting.

9. No alcoholic beverages or controlled substances, narcotics, etc., in any form shall be possessed or consumed by delegates at any time, under any circumstances.
10. No use of tobacco will be permitted at the general sessions, banquet, special events, tours, special interest sectionals, or in public facilities. No smoking is allowed when wearing a DECA Blazer.
11. Delegates shall not use their own cars or ride in cars belonging to others unless accompanied by an adult advisor. No delegate shall leave the hotel grounds unless accompanied by their chapter advisor.
12. Delegates are required to attend all general sessions, assigned events or meetings, and conference activities.

13. DECA Dress Code for Professional Business Attire/When Appearing Before Judges, General Sessions, Workshops, and Formal Meal Functions

Females

- Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress
- Dress shoes (no tennis shoes or flip-flop sandals)

Males

- Business suit or sport coat with dress slacks, collared dress shirt and necktie
- Dress shoes and socks (no tennis shoes)

WIDECA Pride for Social Networking Dinner and DECA Dance

- **SCDC 2014 CONFERENCE T SHIRTS** with jeans, khakis, shorts, athletic shoes
- Athletic style clothing such as track pants, sweat pants or leggings are acceptable for DECA Dance.

The following are unacceptable during DECA activities:

- Skin-tight or revealing clothing
- Midriff baring clothing
- Leggings or graphic designed hosiery/tights
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing
- Swimwear

14. Chapter advisors will be responsible for the supervision of their student delegates
15. All delegates must honor conference curfew as published in the program. Curfew is defined as being quiet in your own room.
16. Delegates agree to conduct themselves in a professional and ethical manner at all times and follow the directives of official conference staff, other adult supervisors and hotel staff.
17. The student delegate will also be responsible for following all local school rules of conduct.

18. Delegates violating or ignoring any of the conduct rules may be sent home immediately at their own expense. Parents, school officials, and state advisor will be notified. Delegates violating or ignoring any of the conduct rules will subject their entire delegation to being unseated and their candidates or competitive events participants being disqualified. The chapter could also face being placed on probation per WDECA Board of Directors policies.

19. Delegates agree to a luggage search prior to departing for the conference.



Student delegate agrees to:

I have read and fully understand the Wisconsin DECA Student Delegate Conduct Practices and Procedures and agree to comply with these guidelines. I understand the necessity of these rules for the success of the workshop. Furthermore, I am aware of the consequences that will result from violations of any of these regulations.

(If over 18), I grant WI DECA the right to use, reproduce, assign and/or distribute photographs, videotapes, and sound recordings of me in the materials they or their agents may create.

Delegate Name (Print)	Chapter Name (Print)
Delegate Signature	Advisor Signature
Principal's Name (Print)	Principal's Signature

Parent/Guardian agrees to:

I have read and agree to abide by the DECA Conduct Practices and Procedures. We also agree that the school officials, the chapter advisors, and the state DECA staff have the right to send my son/daughter home from the activity at my expense if he/she has violated the Code of Conduct and/or his/her conduct has become a detriment.

I also authorize the advisor to secure the services of a physician or hospital and to incur the expenses for necessary services in the event of accident or illness, and I will provide for the payment of these costs.

Insurance Company Name	Policy Number
------------------------	---------------

Parent/Guardian agrees to:

I HEREBY CONSENT to release the Department of Public Instruction from liability in the event of injury to the above named student. This consent is valid with the exception of deliberate violation of the student's constitutional rights or damage committed or injury incurred as a direct result of DPI employees not acting within the scope of their employment.

I HEREBY GRANT PERMISSION to WI DECA the right to use, reproduce, and assign and/or distribute photographs, videotapes, and sound recordings of the above named student in the materials they or their agents may create.

Parent Name (Print)	Parent Signature
---------------------	------------------

Street Address	City	Zip code
Home Email	Cell Phone <i>Area/No</i> Day Phone <i>Area/No</i> Evening Phone <i>Area/No</i>	



ADVISOR/STUDENT TEACHER/CHAPERONE Procedures and Responsibilities

Due: February 3, 2014

Wisconsin DECA requires EACH local advisor and chaperone attending the conference to read and sign a copy of this form. **Keep originals for your files and bring with you to conference. Email or fax copies of advisor and student delegate codes of conduct to Holly Gregory at widecacenterdirector@gmail.com or fax to: 262.354.0406**

1. Local advisors are responsible for discussing the Student Delegate Conduct Practices and Procedures form with chapter members, chaperones, and parents so that there is no misunderstanding of the rules, regulations, and responsibilities of the conference participants. Each local advisor should establish a policy with his/her students prior to the conference in order to meet this regulation.
2. Advisors must have with them at the conference a list of their students, as well as home telephone numbers and parent's or guardian's names.
3. Curfew will be enforced. Local advisors are responsible for room checks to ensure their students are in their assigned rooms.
4. No use of tobacco will be permitted at the general sessions, competitive events, or special interest sectionals.
5. Identification badges will be worn at all times.

6. Chapter advisors are responsible for supervision of their delegates' conduct and shall be available to their students at all times. Advisors are to sit with their students during general sessions
7. All advisors and chaperones shall refrain from the consumption of alcoholic beverages during the conference.
8. Advisors should know the where-about of their students at all times. If advisors have all their students with them, at an activity or facility that is not considered an official conference activity or facility, they do not have to sign-out. If the advisor **does not** have any or all of their students with them at an activity or facility that is not considered an official conference activity, they need to sign-out with Wisconsin DECA State Advisor and they must also have assigned another advisor to their remaining students. This message must be left with the state advisor.
9. Advisors shall refrain from participating in activities that may put chapter members in jeopardy, i.e. drinking, going out with other teachers to establishments not considered part of the official conference activities and facilities, leaving students unsupervised, etc...
10. The local principal and/or designated administrator will be contacted in emergency situations if the local advisor cannot be located within a reasonable amount of time or is unable to give proper amount of supervision. Student emergencies include: accidents, possession of drugs or alcohol, breaking conference rules, family emergencies, and any other situation designated as an emergency.
11. Advisor has covered the conference dress code with attending students and all my students will follow that code.
12. All advisors, along with school administrative personnel, agree to conduct luggage searches (if applicable) prior to departing and are required to sign and submit verification of search.
13. **The Chaperone Ratio is 1-16.** Advisors will make sure there is 1 advisor/chaperone for every 16 students.



"I have read and fully understand Wisconsin DECA Local Advisor/Student Teacher/Chaperone Procedures and Responsibilities and agree to comply with these guidelines."

Chapter Name	
Advisor/Student Teacher/Chaperone Name (Print)	Cell Phone Area/No (Required for each Adult)
Advisor/Student Teacher/Chaperone Signature	

In case of emergency, the following local administrators should be contacted:

First Contact Name	Title
School Phone Area/No	Home or Cell Phone Area/No

Second Contact Name	Title
School Phone Area/No	Home or Cell Phone Area/No

Due February 3, 2014



Voting Delegate Information

As part of WI DECA State Officer Elections, Current DECA members that are registered for SCDC, college students, business partners, and former state officers serve as voting delegates in the final portion of the State Officer Candidate Process. Student input is a vital part of the election process! Serving in the role of a voting delegate is of great importance for the future of WI DECA. WI DECA will select approximately 12 student voting delegates to take part in State Officer Elections. The students will join the rest of the voting delegate committee to comprise a delegation of 25 to 30 people.

Qualifications for Current Members

- ◆ Must be a junior or senior who is currently a DECA member (Freshmen and Sophomores also considered if interested in future state officership)
- ◆ Must be familiar with and agree to follow all rules and regulations of the conference
- ◆ Must complete all necessary information
- ◆ The application and evaluation form must be postmarked no later than **February 3, 2014**

Send application and evaluation forms to:

Holly Gregory

1080 Lowell Drive

Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406

- ◆ Should not be from a chapter that has a current officer candidate
- ◆ One voting delegate per chapter **(If we receive enough applications.)**
- ◆ Voting delegates should represent each WI DECA District.

- ◆ **Voting Delegates must compete in Category One or Two. Screening should be completed on-time for all competitive event orientation sessions.**
- ◆ **Voting Delegates SHOULD not compete with a project that has an interview on the first day of the conference so that they are available all day on Tuesday of SCDC.**
- ◆ Must participate in all candidate interviews and presentations at the conference.

Qualifications for Other Voting Delegates

Advisors: If you know of any WI DECA Alumni or business partners that would enjoy this experience, please have them contact Holly Gregory before February 3, 2014.

- ◆ Must be out of high school for at least one year
- ◆ Must be familiar with and agree to follow all rules and regulations of the conference
- ◆ Must participate in all candidate interviews and presentations at the conference
- ◆ Must not have a close association with any current candidate, i.e. help prepare a candidate for screening
- ◆ or for the state conference, be related to a candidate, etc

Voting Delegate Responsibilities

- ◆ You are directly responsible to the Elections Director and the WI DECA State Career Development Conference staff during all voting delegate and election activities.
- ◆ You are to participate as a voting delegate with an open and fair mind, making your decisions after hearing all candidates.
- ◆ You must attend all voting delegate activities, which will take most of the first day of the conference. You should not schedule yourself for any other activities with a chapter during the elections.
- ◆ You are to make your voting decisions independent of all other voting delegates based on who you feel is the best candidate to represent the members of Wisconsin DECA in a given position.
- ◆ You are not to meet independently with any candidate or members of the candidate's chapter for discussing anything related to the election procedures or process prior to casting your vote.
- ◆ You are not to discuss how you will vote with any candidate or members of the candidate's chapter, or to speak with anyone who approaches you on behalf of any candidate prior to casting your vote. This includes prior to the start of the conference and during the conference.



Application for Voting Delegate

Due Date for Application: February 3, 2014

Send to:

Holly Gregory

1080 Lowell Drive

Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406

Phone: 262.490.1238

Name	School
Address	School Address
City	Zip
E--mail	School Phone
DECA Advisor's Name	
Year in School <input type="checkbox"/> Junior <input type="checkbox"/> Senior	
Have you attended a WI DECA State Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Are you familiar with the rules and regulations that govern the State Career Development Conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you promise to abide by all the qualifications and responsibilities of a voting delegate? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Do you agree to be present at all voting delegate activities at the conference? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Applicant Signature	Date

Advisor Recommendation for Voting Delegate

Qualities To Be Rated	Good	Very Good
Dependability Prompt, sincere, consistent, able to work without supervision, truthful, practices ethical behavior.		
Good Listener Alert, listens attentively, listens to all the facts before making decisions, able to follow directions.		
Good Judge of People and Situations Fair and open minded, deliberate thinker, considers all information presented, able to see the good in people, able to make fair decisions.		
Ability To Get Along With Others Adaptable, friendly, tactful, has a respect for others, able to work in a group.		

Can this student favorably represent your school and WI DECA if selected to serve as a voting delegate at the 2011 State Career Development Conference? ☐ Yes ☐ No

Advisor Signature	Date
-------------------	------



Guidelines and Form for Students Arriving Late

1. Indicate students who will be arriving late the below form. This form will be shared with competitive event directors.
2. Advise Holly Gregory if this information should change.
3. Form is to be received by no later than February 3, 2014. If you do not know all of this information by February 3, 2014, send in the form indicating the possibility of late arrival.
4. *Note: If a student arrives late they must be transported to the conference by a person approved by your school district.*

Students Arriving Late Form Due Date: February 3, 2014

Mail To: Holly Gregory
 1080 Lowell Drive
 Oconomowoc, WI 53066

Email: widecacenterdirector@gmail.com

FAX: 262.354.0406 Phone: 262.490.1238

Name of School: _____

Advisor Name & Signature: _____

School Administration Name & Signature: _____

Please complete the form information below. Your school must be notified and must approve of the transportation provided by other adults with a valid driver's license to and from the conference.

Students may not drive themselves.

Name and Reason for Lateness	Arrival Time and Date	List All Competitive Events



Change Form for SCDC Registration/Housing

Please Email or Fax this form to Holly Gregory as soon as possible. No refunds will be granted on registration or housing after February 3, 2014. Email: widcacenterdirector@gmail.com or Fax: 262.354.0406

Substitutions that require an event change or housing change are only a request. Please contact Holly Gregory after submitting this form to work out the details. Substitutions must be registered DECA members.

Chapter _____ Chapter Advisor _____

Names (student and adult) and Changes in Competitive Events

Name of Delegate(s) Canceling	Student was entered in the following Competitive Event(s)
1	
2	
3	

Name of Student(s) Adding (must be DECA member)	Competitive Event(s) Note students can enter different competitive events than cancelled student(s)
1	
2	
3	

Housing Changes

Indicate how the cancels and substitutions affect your room configurations. **Be specific especially if more than one delegate cancels.**

Additional Special Needs

Indicate any special needs that could not be included in original online registration **OR** that pertain to the students added to this sheet. **Be Specific!**



**Application Due Date: Postmarked by
January 30, 2014**

Notification will be done by February 28.

Holly Gregory

widacacenterdirector@gmail.com

Phone 262.490.1238

FAX 262.354.0406

College Internship Scholarship Program

State Career Development Conference Competitive Event Director Assistant

Overview

Wisconsin DECA has established a college internship program to serve as a Series Director Assistant at the State Career Development Conference. The purpose of the program is to provide a leadership learning experience for future marketing educators. Selection will be based on the established criteria and the applicant's availability for two days during the operation of competitive events. Ten applicants will be awarded a scholarship of \$200 and free conference registration. The scholarship is intended to cover meals, lodging, and transportation. You will be assigned to work with a Director who will provide you with specific duties and responsibilities.

*Note that there are many other non-scholarship positions available at the conference as a judge or adult assistant.

Selection Criteria

1. Enrolled at the University of Wisconsin Stout or Whitewater in the Marketing Education preparation program. Cannot be currently serving as a student teacher.
2. Attended a minimum of one State Level High School Career Development Conference as a college student, and served either as an assistant or judge.
3. Will be present for all conference activities that include:
 - Sunday, March 16 (Conference Set up 5pm-10pm)
 - Monday, March 17 (Conference Set up and general assistance 9am-11pm)
 - Tuesday, March 18 (Registration and general assistance 8am-11pm)
 - Wednesday, March 19 (General assistance, conference pack up 6:30am-11pm)
 - Thursday, March 20 (Closing session awards assistance 7am-11am)
4. Submit a complete application by the indicated due date. References required.
5. Content and completeness of application along with neatness will be used in the selection.



College Internship Scholarship Program Application

Wisconsin DECA Career Development Conference Assistant to Competitive Events Director

Name:

Address:

Street

city

zip

Phone Number (cell):

E-mail Address:

I guarantee to be present during ALL times stated on the information sheet.

Signature

Year(s) participated in a State Level High School Career Development Conference:

Describe your role at the above conference in previous years.

Write a short essay that describes your DECA, Marketing Education and business experiences as they relate to why you should be a Series Director Assistant at Wisconsin DECA's Career Development Conference. Examples to include (but not limited to) leadership positions, organizational skills, human relation skills, etc.

Due January 30, 2014

MARKETING EDUCATOR PROFESSIONAL DEVELOPMENT SCHOLARSHIP PROGRAM

Purpose

Recognize the accomplishments of marketing educators and offer scholarship monies to advance their professional career in marketing education.

Procedure

- Submit a portfolio (**NOT TO EXCEED 3 PAGES**) containing the following information:
 - Name, School Name, School Address, School Phone Number. *This section should be no more than one typewritten page.*
 - List your accomplishments as a marketing educator. Include years of teaching, experiences in all aspects of your program and as a professional educator and activities that exemplify your contributions to marketing education.
 - **Examples:** You could include your classroom instruction, on-the-job training, projects, DECA activities, program development and improvement, professional development, special committees, educational responsibilities beyond regular contract time, local, district, state, or national level involvement, advisory committee activities, alumni development, professional organization involvement, promotional activities, etc.
 - Indicate how you would use the \$500 cash award to advance your professional career in marketing education.
 - **Examples:** university credits, workshops, Conclave participation, ACTE, other national conferences related to marketing, management and entrepreneurship, etc.
- Please include a photograph with portfolio application.
- Portfolios must be submitted electronically.
- Please plan to be present at the Formal Awards Banquet Session at SCDC to receive your award if selected.
- **Submissions should be sent to Timothy Fandek**

Email: timothy.fandek@dpi.wi.gov
FAX 608.267.9275

- **Selection Criteria**

- The WIDECA Chartered Association Advisor will review each application independently. The WIDECA Chartered Association Advisor may appoint a review committee when necessary. They will confer as a group and make their selection. In making the selection the WIDECA Chartered Association Advisor will consider the following:
- Program development and improvement (i.e. on-going projects, new projects, enrollment, promotion, curriculum revision, and update)
- Training Station Development (i.e. work with employers, methods, and techniques)
- DECA Activities (i.e. student involvement, program of work, local, district, state, and national involvement)
- Professional Development Activities (i.e. courses, workshops, conferences, reading, writing)
- Special Assignments and Responsibilities (i.e. activities that relate to education or marketing education that take place outside of regular contract time, committee involvement, competitive events, series director, offices held, and recognition received)
- Recommendations and Endorsements
- Philosophy and Goals

- **Selection Guidelines**

- The WIDECA Chartered Association Advisor will select the one best applicant annually. They can choose not to present the award if it is determined that no acceptable applications have been received.
- The WIDECA Chartered Association Advisor will review each application independently. If necessary, the selection committee will be appointed and gather to discuss their decision. If a consensus cannot be reached, voting will be used.
- The money can be used for professional development purposes only. The awardee(s) will be asked to share their intended purposes before the money is presented. Follow-up documentation describing how the money was used should be sent to the WIDECA Chartered Association Advisor. Payment for expenditures will be determined by the recipient and WIDECA State Advisor.
- Marketing educators who apply, but are not selected, will be encouraged to resubmit and update their application the following year.

All information provided in the applications will be kept confidential.

Due Upon Arrival to SCDC



Luggage Search Policy and Form

- ◆ The WI DECA Board of Directors has policy requiring the search of luggage of all student carry-ons that are brought to the conference including luggage, backpacks, coolers, totes, cosmetic bags, bags, etc. If it is brought to the conference it must be searched.
- ◆ **This search should be taking place as you are preparing to board your transportation, and should be signed at that time.**
- ◆ The Code of Conduct for Advisors includes a statement that assures the chapter advisor, and/or school administrators have conducted the search. The Student Code of Conduct (which is signed by parents and guardians) gives permission for the luggage search. The form below is to be turned during the registration process that asks for the signatures of those that have completed the search prior to leaving for the state conference.

Wisconsin DECA Luggage Search Verification

Directions: Submit form with all signatures on-site at SCDC registration.

Chapter Name: _____

Advisor Name: _____ # of Students: _____

This is to verify that all luggage, carry-ons, totes, backpacks, coolers, etc., of all student delegates have been searched to ensure that no illegal substances are knowingly being brought to the state conference.

Advisor Signature _____ Date _____

School Official Signature _____ Date _____

Title of School Official _____



WI DECA CALCULATOR POLICY

APPROVED



NOT ALLOWED



Wisconsin DECA will allow **basic calculators** to be used for written tests and events at SCDC.

No scientific calculators, adding machines and/or cell phones will be permitted.

Series directors will have the right to hold calculators that are not approved until the student has completed



Leadership Academy/Senior Management Institute

Please Check:

- ☐ Leadership Development Academy Application /LDA (for sophomores and juniors only)
- ☐ Senior Management Institute Application/SMI (for seniors only)
- ☐ NEW DECA Thrive Academy (for chapters that qualified ONLY) *You do not need to complete STUDENT ANSWERS section below.*

Hand in at the close of the SCDC 2014 to Holly Gregory. Notification will be provided by Friday afternoon following the conference. *Please note that LDA/SMI applicants will be serving as Voting Delegates in addition to attending required workshops.*

Name of Applicant _____ Chapter _____
Advisor Name _____ Day Phone _____

Current class ☐ 10th ☐ 11th ☐ 12th
Number of Chapter Members Competing at Nationals _____

Student Answers:

1. List activities student participated in at the state conference. Indicate if awards were won.

2. List activities student participated in at the local level this past year. Indicate role and responsibility.

3. Why you should be one of Wisconsin's representatives at this DECA ICDC Academy.

4. **Advisor Recommendation:** Why should this student participate in this DECA ICDC Academy? Indicate any special circumstances to be considered.